

Children & Families First Commission
of Santa Clara County

Minutes

August 14, 2002

1. CALL TO ORDER/ROLL CALL

The regular meeting of the Children and Families First Commission (CFFC) is called to order by Vice Chairperson Tomalinas at 10:12 a.m. in the Chambers of the Board of Supervisors, 70 West Hedding Street, San Jose, California. A quorum is present.

Members Present

Frederick Ferrer
Sarah Akemi Flynn
Caroline Panches
Cora Tomalinas
Cynthia Wheeler Ruby
Eleanor Villarreal

Members Absent

Blanca Alvarado
Robert Sillen
Will Lightbourne

2. PUBLIC COMMENT

There are no public comments.

3. APPROVE MINUTES

On motion of Commissioner Villarreal, seconded by Commissioner Ferrer, it is unanimously ordered that the minutes of June 12, 2002 be approved, as submitted.

4. CHILD CARE ADVOCACY WORKGROUP PRESENTATION

Joyce Barker, Social Services Agency, Santa Clara County, references a memorandum from the Child Care Advocacy Work Group (CCAWG) dated July 31, 2002, relating to providing an update on the activities and efforts of the CCAWG. Further, she provides background information on the formation of the CCAWG and states that the State Department of Education-Child Development Division issued a bulletin to the child care Alternative Payment Providers (APP) to terminate the subsidized child care for the California Work Opportunity and Responsibility to Kids (CalWorks) families transitioning from Stage 2 to Stage 3.

Ms. Barker continues by providing a chronological description of some of the activities, events, and lobbying efforts of the CCAWG. Further, she states that the efforts of the CCAWG resulted in Governor Gray

Davis restoring the child care funding and continuing all aspects of the system for the remainder through the end of Fiscal Year 2003. In addition, Ms. Barker provides an overview of the CCAWG future plans to update the community of legislative information and to encourage families to advocate for their benefits that may be affected by decisions made by legislators in Sacramento.

In response to an inquiry by Commissioner Villarreal, Ms. Barker indicates that members of the CCAWG includes representation from the APPs; local legislators; Supervisor Beall, District 4; the Santa Clara County Social Services Agency and the Office of the County Executive; the Local Planning Council; CFFC, PACE, Choices for Children, and the Community Child Care Council (4C's).

Commissioners express appreciation for the CCAWG endeavors and Vice Chairperson Tomalinas requests that the CFFC be kept apprised on the CCAWG future activities.

Jolene Smith, Director of Programs, CFFC, acknowledges and expresses appreciation to Choices for Children, PACE, and 4C's for their lobbying efforts in Sacramento.

5. PRESENTATION ON PACKARD PARTNERSHIP

Ms. Smith references a memorandum from Karen Blinstrub, Executive Director, CFFC, dated August 14, 2002, and provides an overview of the staff recommendation to join the Santa Clara County Partnership for School Readiness (Partnership) and serve as the Partnership fiscal agent. She states that the David and Lucile Packard Foundation initiated the concept to form a Partnership composed of funders and agencies having the common priority of early childhood development and school readiness. In addition, Ms. Smith speaks of the benefits of the Partnership to ensure a comprehensive Countywide approach to school readiness planning and advocacy, to avoid the duplication of efforts, and to lobby for legislative and policy changes.

Further, Ms. Smith provides an overview of recent meetings with the proposed partners and advises that the CFFC and The United Way were identified as potential lead agencies for the Partnership. She indicates that this concept was presented to the Program Development and Communications Committee (PDCC) and that the PDCC directed staff to research the functions and expectations of the fiscal agent. Commissioner Villarreal raises questions relating to the memorandum indicating that there would not be any fiscal implications relative to acting as fiscal agent. Ralph Oda, Director of Finance, CFFC, states that the indirect costs could include staff

time in collecting membership fees, preparing reports, and administering grants. Mr. Oda also indicates that membership dues would have fiscal implications. Ms. Smith provides further clarification by stating that the memorandum indicates no fiscal implications in terms of there being no costs relating to program funding.

Discussion ensues among Commissioners and staff relating to referring this issue to the Personnel and Finance Committee (PFC) to review the potential fiscal impacts and preparing a report to the CFFC for consideration at the next regular meeting. Further discussion ensues among the Commissioners relating to the importance of not delaying the process and approving the concept of the CFFC serving as the fiscal agent for the Partnership.

Commissioner Ferrer expresses concerns relating to the need to develop a CFFC fiscal policy and an indirect cost allocation process as well as research if there would be any financial liabilities for the fiscal agent. Commissioner Ferrer suggests that the PFC develop the policies and provide a full report at the September 2002 regular meeting for CFFC consideration, and Commissioners concur.

On motion of Commissioner Villarreal, seconded by Commissioner Ruby, it is unanimously ordered on a vote of 6-0, with Chairperson Alvarado and Commissioners Lightbourne and Sillen absent, that the CFFC join the Santa Clara County Partnership for School Readiness.

Further, it is ordered that authorization for the CFFC to serve as the fiscal agent for the Santa Clara County Partnership for School Readiness be approved in concept contingent upon review by the PFC and CFFC.

4. PROGRAM DEVELOPMENT AND COMMUNICATIONS COMMITTEE REPORT

a. Discuss CFFC 2002 Communications Plan

Vice Chairperson Tomalinas references the CFFC Draft Communication Plan dated August 14, 2002, and provides an overview of the Program Development and Communications Committee (PDCC) recommendation to approve the six-month plan. Further, she provides a brief overview of the proposed Communication Plan objectives of utilizing major media outlets through Rogers & Associates, a public relations firm contracted by the State Commission, and utilizing various local media outlets.

Commissioner Villarreal recommends that the Communications Plan be amended to address issues relating to any adverse publicity linked to the CFFC, and Commissioners concur. Commissioner Flynn references Page 2, Section D, and raises questions relating to “the four domain areas.” She states that the CFFC approved a fifth goal relating to collaborative systems to sustain integrated access and appropriate services. Discussion ensues relating to the premise that “systemic change” is interwoven in the CFFC programs, and Ms. Smith indicates that she will obtain clarification from the evaluation consultants on this issue. Further, Ms. Smith states that CFFC has access to a consultant free of charge and that Rogers & Associates will be primarily responsible for the planning and implementation of utilizing the major media outlets.

In response to an inquiry by Commissioner Ruby, Ms. Smith indicates that all CFFC contracts and School Readiness Memoranda of Understanding (MOU) must include an acknowledgement clause related to the CFFC name. Further, that the CFFC contract monitoring staff will ensure compliance. Commissioner Ferrer expresses concern relating to the lack of press coverage of the recent Professional Development Institute Open House.

In response to an inquiry by Commissioner Flynn relating to the roles of the Commissioners in developing media relations, Vice Chairperson Tomalinas states Rogers and Associates will meet with Commissioners individually to develop media strategies.

On motion of Vice Chairperson Tomalinas, seconded by Commissioner Villarreal, it is unanimously ordered that the six-month Communication Plan be approved, as amended.

b. Discuss State’s New Branding Name

The Commissioners view a promotional video. Ms. Smith indicates that the video is part of the promotional media campaign for the State Commission’s newly adopted brand name, “First 5 California.” Further, she comments on the extensive research, surveys, and focus groups conducted to identify consumer reactions to the name “First 5 California.” Ms. Smith continues by noting that the State Commission is not mandating that the County Commissions adopt the brand name, and that staff is researching the requirements and aspects relating to adopting it. Ms. Smith initiates discussion on the “First 5 “ brand name, and Commissioners comment favorably on the name change.

Discussion ensues relating to CFFC conducting its own research the brand name at a local level, the positive and negative exposure from the State media campaign, and the increase in the requests for the Kits for New Parents since the launch of the media campaign.

Further discussion ensues relating to researching translation of "First 5 " into other languages, the impacts on the Communication Plan if the CFFC approves the brand name, and the PDCC further researching this issue and providing a report back at the September 2002 regular meeting.

c. Update on Unsolicited Requests

Vice Chairperson Tomalinas references the Unsolicited Request application from Teen Challenge International dated May 19, 2002, and states that the PDCC awarded \$15,000 to the organization for playground equipment. Commissioner Ferrer expresses concern relating to granting funds for playgrounds because the purpose of Unsolicited Request funding is primarily for one-time emergencies and/or one-time special projects. In response to an inquiry by Commissioner Ferrer relating to American with Disabilities Act (ADA) playground requirements, Vice Chairperson Tomalinas states that the funding is for the playground equipment and was allocated subsequent to verification of ADA compliance.

Commissioner Villarreal provides clarification by stating that the request was approved by the PDCC under the 2001 Unsolicited Request Guidelines and that this request met the criteria. Commissioner Ferrer indicates that he is not opposed to the organization or their proposal or the value of playgrounds; however, he states that many organizations and programs are in need of funding to update their playgrounds for ADA compliance.

Discussion ensues among Commissioners relating to the PDCC taking appropriate action and clarifying that the intent of the Unsolicited Requests is for one time and/or special or emergency projects. Vice Chairperson Tomalinas requests that the new Unsolicited Request Guidelines be sent to each Commissioner.

d. Discuss Grant Funding Opportunities

Paula Lacey, Director of Special Projects, CFFC, references a memorandum from Ms. Blinstrub dated August 14, 2002, relating to the staff recommendation that the CFFC adopt guidelines for staff to pursue funding opportunities. She provides an overview of the proposed policy to authorize Ms. Blinstrub and Senior

Staff to apply for funding from either a foundation or a governmental entity to enhance an existing initiative. In addition, she reports that the policy reflects that funding opportunities will be presented to the PDCC for review if there is sufficient time and that information on funding opportunities will be presented to the CFFC if the funding does not relate to existing CFFC initiatives.

Commissioner Ferrer references the Draft Policy and suggests that “existing project” in the second sentence be changed to “initiative” for consistency.

On motion of Vice Chairperson Tomalinas, seconded by Commissioner Ruby, it is unanimously ordered that the Draft Policy on Funding Opportunities be approved as amended.

7. PERSONNEL AND FINANCE COMMITTEE REPORT

a. Approve the Evaluation Director Position

Commissioner Ferrer states that the Evaluation Committee and the Personnel and Finance Committee recommend that the CFFC approve hiring a full time Director of Evaluation. Commissioner Flynn states that the Evaluation Committee analyzed the cost benefits of hiring a Director of Evaluation or continuing to contract. Commissioner Ruby suggests that the full Commission be provided cost analysis information when considering future positions.

On motion of Commissioner Ferrer, seconded by Commissioner Villarreal, it is unanimously ordered that the Evaluation Director position be approved at the proposed salary range of \$95,000 - \$110,000, plus benefits.

7. EVALUATION COMMITTEE REPORT

There is no Evaluation Committee Report.

8. STATE COMMISSION REPORT

There is no State Commission Report.

9. EXECUTIVE DIRECTOR'S REPORT

Ms. Smith provides an overview of the local media coverage on the Professional Development Institute Open House on August 13, 2002. In addition, she notes that Teen Challenge International provided information on ADA compliance. She references the Executive Director's Report dated August 14, 2002, and

provides an update on activities including monthly meetings with the Regional Partnerships and Regional Coordinators, CFFC staff training relating to the distribution for the Kits for New Parents, and planned memorial events within the County commemorating the one year anniversary of September 11, 2001 terrorist attacks.

Vice Chairperson Tomalinas points out that the next CFFC regular meeting is scheduled on September 11, 2002, and queries whether to hold the meeting or reschedule. Discussion ensues relating to rescheduling the meeting either to September 4 or 18, the meeting time, and staff polling the Commissioners and locating appropriate facilities.

On motion of Commissioner Ruby, seconded by Commissioner Villarreal, it is unanimously ordered that the CFFC regular meeting scheduled on September 11, 2002 be cancelled and rescheduled to another date and time to be determined.

11. COMMISSIONER REFERRALS

There are no Commissioner referrals.

12. ANNOUNCEMENTS

There are no announcements.

On Commission consensus the meeting is adjourned at 11:47 a.m. to the next regular meeting of the Children and Families First Commission at a date and time to be determined.

Respectfully submitted,

Mary Trozzolillo
Deputy Clerk of the Board